



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

**Advertiser**  
**Agency/T-Code**  
**Buyer**  
**Salesperson**

**Pol/Iss/American Crossroads (13324)**  
**Crossroads Media (1218)/055317791**  
SANTUOSO, MICHELLE  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Issue (1068)  
AMERICAN CROSSROADS (109861)  
**National/Political**  
1065/06356291

**Invoice** 643657  
**Inv Date** 10/28/2012  
**Terms** Net 30  
**Contract** 334543  
**Bill Type** Standard  
**Period** 10/1/2012 - 10/28/2012

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

**Product**  
**Brand**  
**Acct Types**  
**Est/Headline**  
**Demo**  
**Revision**  
**Comments**

AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 10/30/2012 4:05:46PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	1:00:00PM- 3:00:00PM	Day, F-1	10/05/12 2:24PM (Fr)	00:30	USPRTV19ACH	\$1200.00	
2.0	Spot	10:00:00AM-11:00:00AM	Day, F-1	10/05/12 10:57AM (Fr)	00:30	USPRTV19ACH	\$800.00	
3.0	Spot	4:00:00PM- 5:00:00PM	Day, F-1	10/05/12 4:38PM (Fr)	00:30	USPRTV19ACH	\$1400.00	
4.0	Spot	5:00:00AM- 5:30:00AM	Day, F-1	10/05/12 5:21AM (Fr)	00:30	USPRTV19ACH	\$1000.00	
5.0	Spot	7:00:00AM- 9:00:00AM	Day, F-1	10/05/12 7:58AM (Fr)	00:30	USPRTV19ACH	\$3000.00	
6.0	Spot	8:00:00PM- 9:00:00PM	Day, F-1	10/05/12 7:58PM (Fr)	00:30	USPRTV19ACH	\$6000.00	
7.0	Spot	9:00:00AM-10:00:00AM	Day, F-1	10/05/12 9:26AM (Fr)	00:30	USPRTV19ACH	\$800.00	
8.0	Spot	1:00:00PM- 3:00:00PM	Day, M-1	10/08/12 2:59PM (Mo)	00:30	USPRTV19ACH	\$1200.00	
9.0	Spot	10:00:00AM-11:00:00AM	Day, M-1	10/08/12 10:30AM (Mo)	00:30	USPRTV19ACH	\$800.00	
10.0	Spot	10:00:00PM-11:00:00PM	Day, M-1	10/08/12 10:35PM (Mo)	00:30	USPRTV19ACH	\$18000.00	
11.0	Spot	11:00:00PM-11:35:00PM	Day, M-1	10/08/12 11:28PM (Mo)	00:30	USPRTV19ACH	\$3000.00	
12.0	Spot	11:00:00AM-12:00:00PM	Day, M-1	10/08/12 11:34AM (Mo)	00:30	USPRTV19ACH	\$2200.00	
13.0	Spot	12:05:00AM- 1:05:00AM	Day, M-2	10/08/12 12:46AM (Mo)	00:30	USPRTV19ACH	\$600.00	
13.0	Spot	12:05:00AM- 1:05:00AM	Day, M-2	10/08/12 12:50AM (Mo)	00:30	USPRTV19ACH	\$600.00	
14.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1	10/08/12 4:40PM (Mo)	00:30	USPRTV19ACH	\$1400.00	
15.0	Spot	5:00:00AM- 5:30:00AM	Day, M-1	10/08/12 5:13AM (Mo)	00:30	USPRTV19ACH	\$1000.00	
16.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1	10/08/12 8:29AM (Mo)	00:30	USPRTV19ACH	\$3000.00	
17.0	Spot	9:00:00AM-10:00:00AM	Day, M-1	10/08/12 9:48AM (Mo)	00:30	USPRTV19ACH	\$800.00	
18.0	Spot	12:05:00AM-12:35:00AM	Day, Sa-1	10/06/12 12:35AM (Sa)	00:30	USPRTV19ACH	\$550.00	
19.0	Spot	6:00:00AM- 9:00:00AM	Day, Sa-1	10/06/12 5:58AM (Sa)	00:30	USPRTV19ACH	\$1600.00	
20.0	Spot	11:30:00PM-12:00:00AM	Day, Su-1	10/07/12 12:00AM (Su)	00:30	USPRTV19ACH	\$1300.00	
21.0	Spot	11:00:00AM-12:00:00PM	Day, Su-1	10/07/12 11:30AM (Su)	00:30	USPRTV19ACH	\$3000.00	
22.0	Spot	6:00:00AM- 9:00:00AM	Day, Su-1	10/07/12 6:24AM (Su)	00:30	USPRTV19ACH	\$1600.00	
23.0	Spot	1:00:00PM- 3:00:00PM	Day, Th-1	10/04/12 2:25PM (Th)	00:30	USPRTV19ACH	\$1200.00	
24.0	Spot	10:00:00AM-11:00:00AM	Day, Th-1	10/04/12 10:29AM (Th)	00:30	USPRTV19ACH	\$800.00	
25.0	Spot	12:05:00AM- 1:05:00AM	Day, Th-2	10/04/12 12:34AM (Th)	00:30	USPRTV19ACH	\$600.00	
26.0	Spot	12:05:00AM- 1:05:00AM	Day, Th-2	10/04/12 12:48AM (Th)	00:30	USPRTV19ACH	\$600.00	
27.0	Spot	4:00:00PM- 5:00:00PM	Day, Th-1	10/04/12 4:39PM (Th)	00:30	USPRTV19ACH	\$1400.00	
28.0	Spot	7:00:00AM- 9:00:00AM	Day, Th-1	10/04/12 8:48AM (Th)	00:30	USPRTV19ACH	\$3000.00	
29.0	Spot	9:00:00AM-10:00:00AM	Day, Th-1	10/04/12 9:11AM (Th)	00:30	USPRTV19ACH	\$800.00	
30.0	Spot	1:00:00PM- 3:00:00PM	Day, Tu-1	10/02/12 2:59PM (Tu)	00:30	USPRTV19ACH	\$1200.00	
31.0	Spot	10:00:00AM-11:00:00AM	Day, Tu-1	10/02/12 10:57AM (Tu)	00:30	USPRTV19ACH	\$800.00	
32.0	Spot	10:00:00PM-11:00:00PM	Day, Tu-1	10/02/12 10:46PM (Tu)	00:30	USPRTV19ACH	\$12000.00	
33.0	Spot	12:05:00AM- 1:05:00AM	Day, Tu-2	10/02/12 12:45AM (Tu)	00:30	USPRTV19ACH	\$600.00	
33.0	Spot	12:05:00AM- 1:05:00AM	Day, Tu-2	10/02/12 1:01AM (Tu)	00:30	USPRTV19ACH	\$600.00	
34.0	Spot	4:00:00PM- 5:00:00PM	Day, Tu-1	10/02/12 4:28PM (Tu)	00:30	USPRTV19ACH	\$1400.00	
35.0	Spot	5:00:00AM- 5:30:00AM	Day, Tu-1	10/02/12 5:23AM (Tu)	00:30	USPRTV19ACH	\$1000.00	
36.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-1	10/02/12 7:49AM (Tu)	00:30	USPRTV19ACH	\$3000.00	
37.0	Spot	9:00:00AM-10:00:00AM	Day, Tu-1	10/02/12 9:57AM (Tu)	00:30	USPRTV19ACH	\$800.00	



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Period 10/1/2012 - 10/28/2012

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66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

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38.0	Spot	1:00:00PM- 3:00:00PM	Day, W-1	10/03/12 1:29PM (We)	00:30	USPRTV19ACH	\$1200.00	
39.0	Spot	10:00:00AM-11:00:00AM	Day, W-1	10/03/12 10:15AM (We)	00:30	USPRTV19ACH	\$800.00	
40.0	Spot	10:00:00PM-11:00:00PM	Day, W-1	10/03/12 10:49PM (We)	00:30	USPRTV19ACH	\$12000.00	
41.0	Spot	11:00:00PM-11:35:00PM	Day, W-1	10/03/12 11:23PM (We)	00:30	USPRTV19ACH	\$3000.00	
42.0	Spot	12:05:00AM- 1:05:00AM	Day, W-2	10/03/12 12:12AM (We)	00:30	USPRTV19ACH	\$600.00	
42.0	Spot	12:05:00AM- 1:05:00AM	Day, W-2	10/03/12 12:57AM (We)	00:30	USPRTV19ACH	\$600.00	
43.0	Spot	4:00:00PM- 5:00:00PM	Day, W-1	10/03/12 4:26PM (We)	00:30	USPRTV19ACH	\$1400.00	
44.0	Spot	7:00:00AM- 9:00:00AM	Day, W-1	10/03/12 7:55AM (We)	00:30	USPRTV19ACH	\$3000.00	
45.0	Spot	9:00:00AM-10:00:00AM	Day, W-1	10/03/12 9:19AM (We)	00:30	USPRTV19ACH	\$800.00	
46.0	Spot	10:00:00PM-11:00:00PM	Day, W-1	10/03/12 10:59PM (We)	00:30	USPRTV19ACH	\$10000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$118,050.00	Total Spots	49
Commission	(\$17,707.50)		
<b>Net Total</b>	<b>\$100,342.50</b>		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.